



PURINA® PRO PLAN® Vet Nurse Symposium 2024

Empowering the Vet Nurse Journey

Purina Key tools

Dr. Daniel Rodes

Regional Leader Purina Institute at Nestlé Purina
PetCare Europe



Dr. Jenifer Molina

VHCP Scientific Affairs Manager at Nestlé Purina
PetCare Europe



Purina Key Tools



Purina Institute

CentreSquare®

Clinical Nutrition HandBook

Purina Pro Plan

Vet Center

Canine Cognitive Assessment Scale test

Water Intake Calculator

Tailored Feeding Calculator

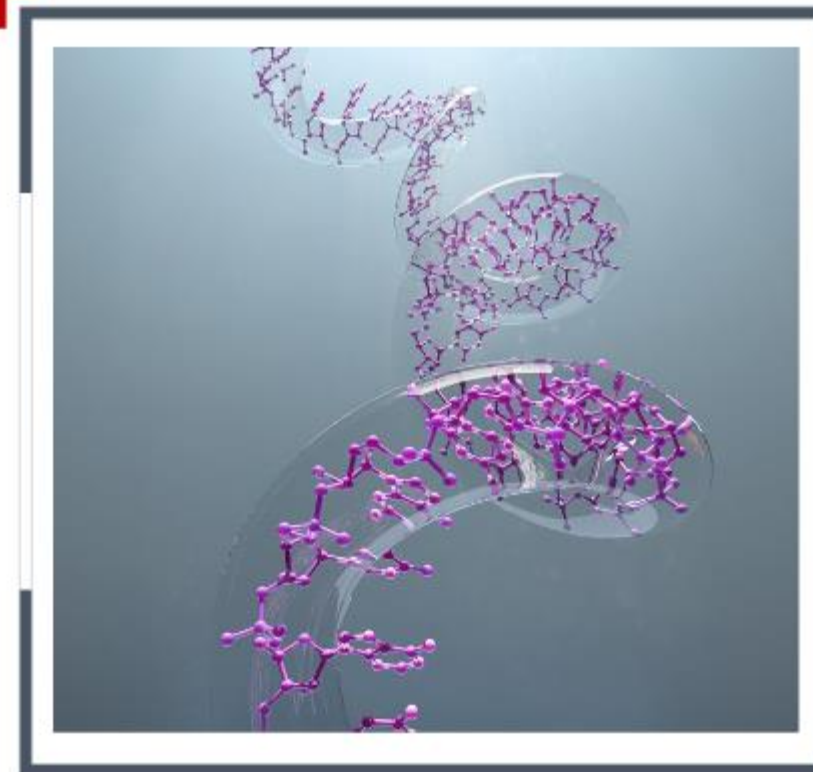




Advancing Science for Pet Health

The Purina Institute
is a global professional organization
that serves as the voice of Purina's science.

**We are focused solely on the science
- not on products or product claims.**



Facts bringing to life the Purina Institute



 500+ scientists & pet care experts	 ~100 years of research
 5 continents	 8 R&D facilities
 500+ papers	 1700+ granted & pending patents



Good food, Good life

As part of the world's largest food and nutrition research organization, we share expertise and explore nutritional connections between pet and human health.



The Purina Institute brings together the veterinary community to demonstrate the power of nutrition on pets' lives

› We will facilitate collaboration and knowledge exchange with veterinary thought leaders by...

- **Sharing:** fact-based research and scientific perspectives on key nutrition topics.
- **Developing:** scientific programs at global congresses.
- **Hosting:** Companion Animal Nutrition (CAN) Summit and other scientific events.
- **Engaging:** veterinary KOLs as part of the Purina Institute's Advisory Panel.
- **Providing:** veterinary research grants. ECVIM-CA, ESCG
- **Advancing:** global nutrition conversations via a partnership with the World Small Animal Veterinary Association (WSAVA), and in Europe with FECAVA,

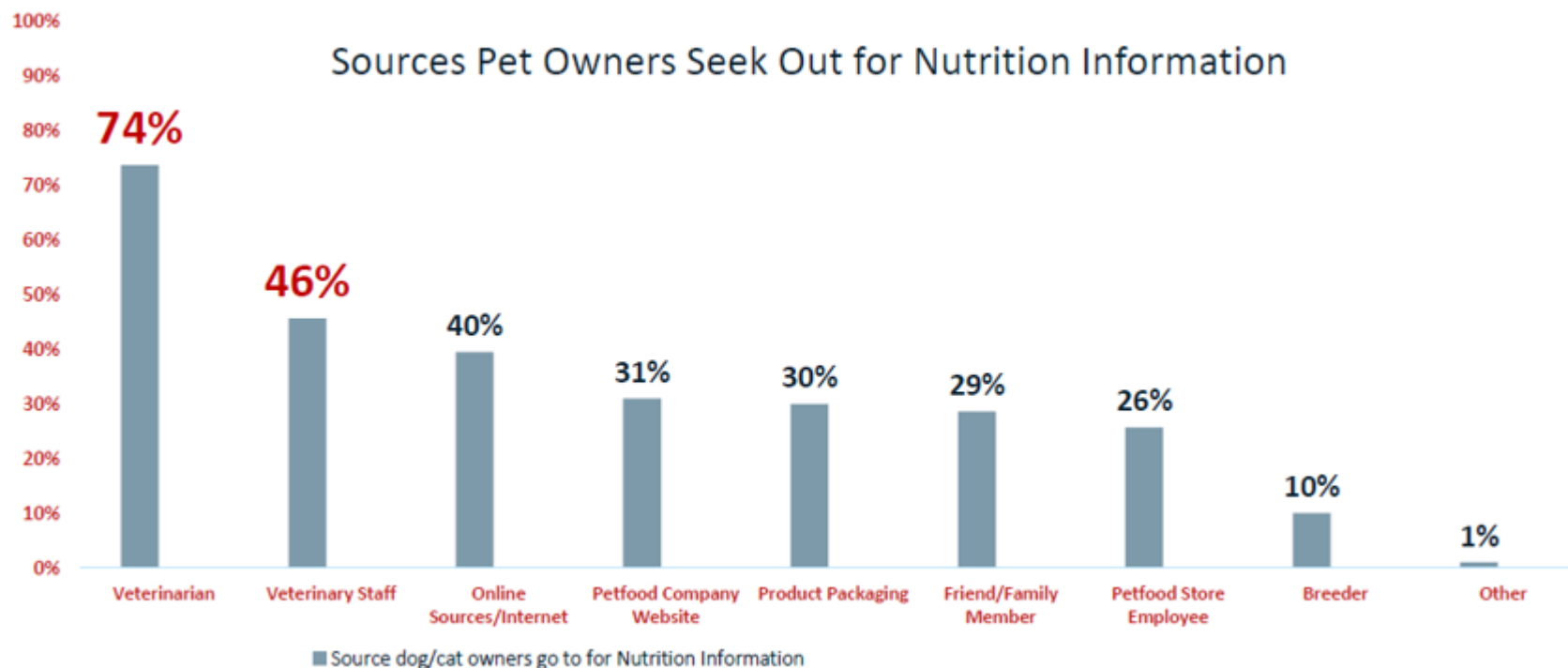




› Where do pet owners seek out nutrition information for their dog or cat?



Clinic Staff is Ranked Highest As Sources for Nutrition Information



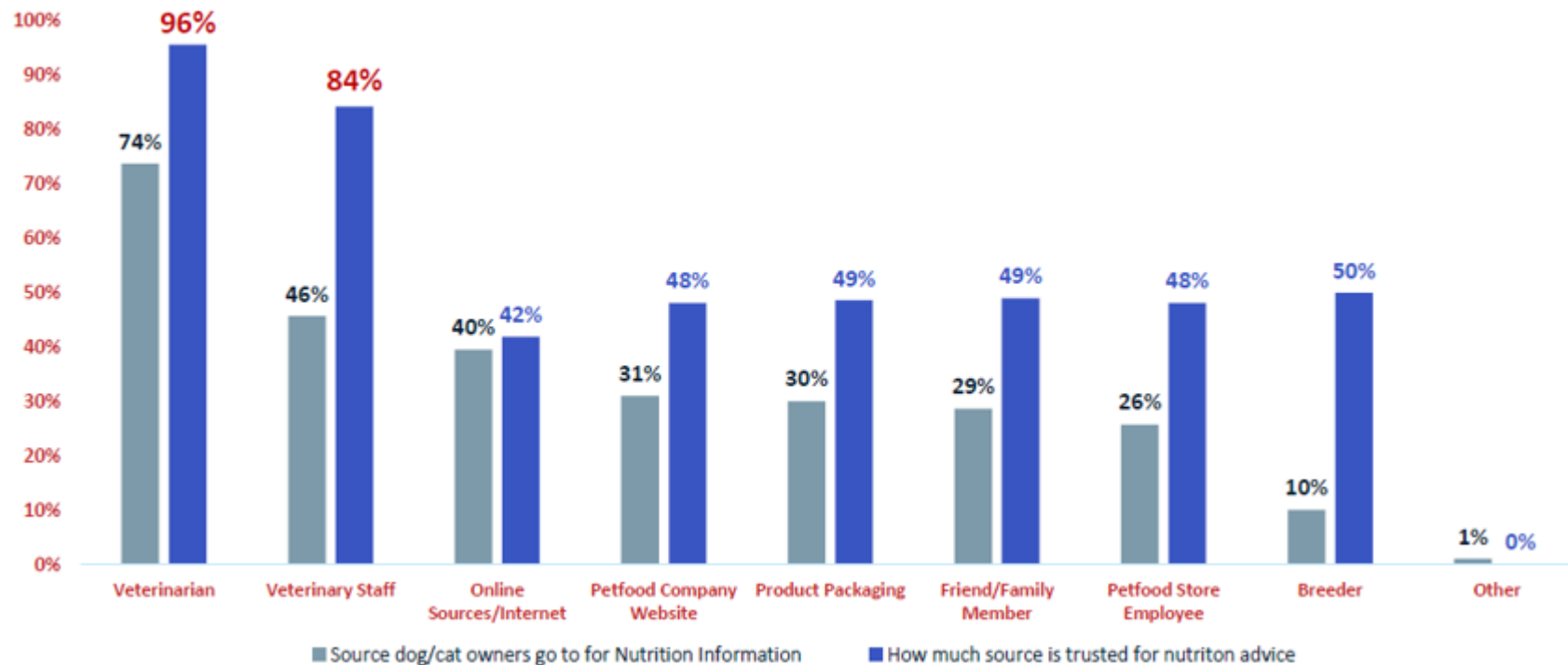
PI Dog/Cat Owner Research June 2023; n=210, US

Q: What sources do you seek out for nutrition information for your dog/cat? Select all that apply.



VET

And They Are The Most Trusted Sources Too



PI Dog/Cat Owner Research June 2023; n=210, US

Q: Thinking specially about advice on your pet's nutrition, how much do you do you trust information from the following sources?



VET



PUTTING THE POWER OF
NUTRITION SCIENCE INTO PRACTICE

Http://purinainstitute.com



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ADVANCING SCIENCE FOR PET HEALTH

At the Purina Institute, we believe science is more powerful when it's shared. That's why we're on a mission to unlock the power of nutrition to help pets live better, longer lives. As a global professional organization, the Purina Institute shares Purina's leading-edge research and evidence-based information from the wider scientific community in an accessible, actionable way with a goal of empowering veterinary professionals to put nutrition at the forefront of pet health discussions to further improve and extend the healthy lives of pets through nutrition.



Answering Client Questions About Pet Nutrition

Introducing



CENTRESQUARE

A Toolkit of Resources that Facilitates Client-Friendly Nutrition Conversations

Is feeding a raw diet okay?

Should I switch to a senior food?

Should I be giving my dog probiotics?

Does my large breed puppy need extra calcium?

Are carbohydrates bad for my cat?

CentreSquare



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Explore CentreSquare from the Purina Institute – a toolkit of resources that facilitates client-friendly pet nutrition conversations. Whether you have 5 minutes or 30 minutes, you will find something helpful and relevant on CentreSquare.

[SEE CENTRESQUARE IN ACTION](#)



Discover the crucial role that microbiomes play in maintaining pet health on the Microbiome Forum and learn about the many facets of microbiome science in a clinically relevant context.

[DISCOVER THE MICROBIOME FORUM](#)



Unlock the science of nutrition to help pets live better, longer lives. Novel discoveries about the molecular-level impact of nutrients have helped reimagine the ways nutrition can impact and improve pet health.

[EXPLORE SCIENCE OF NUTRITION](#)



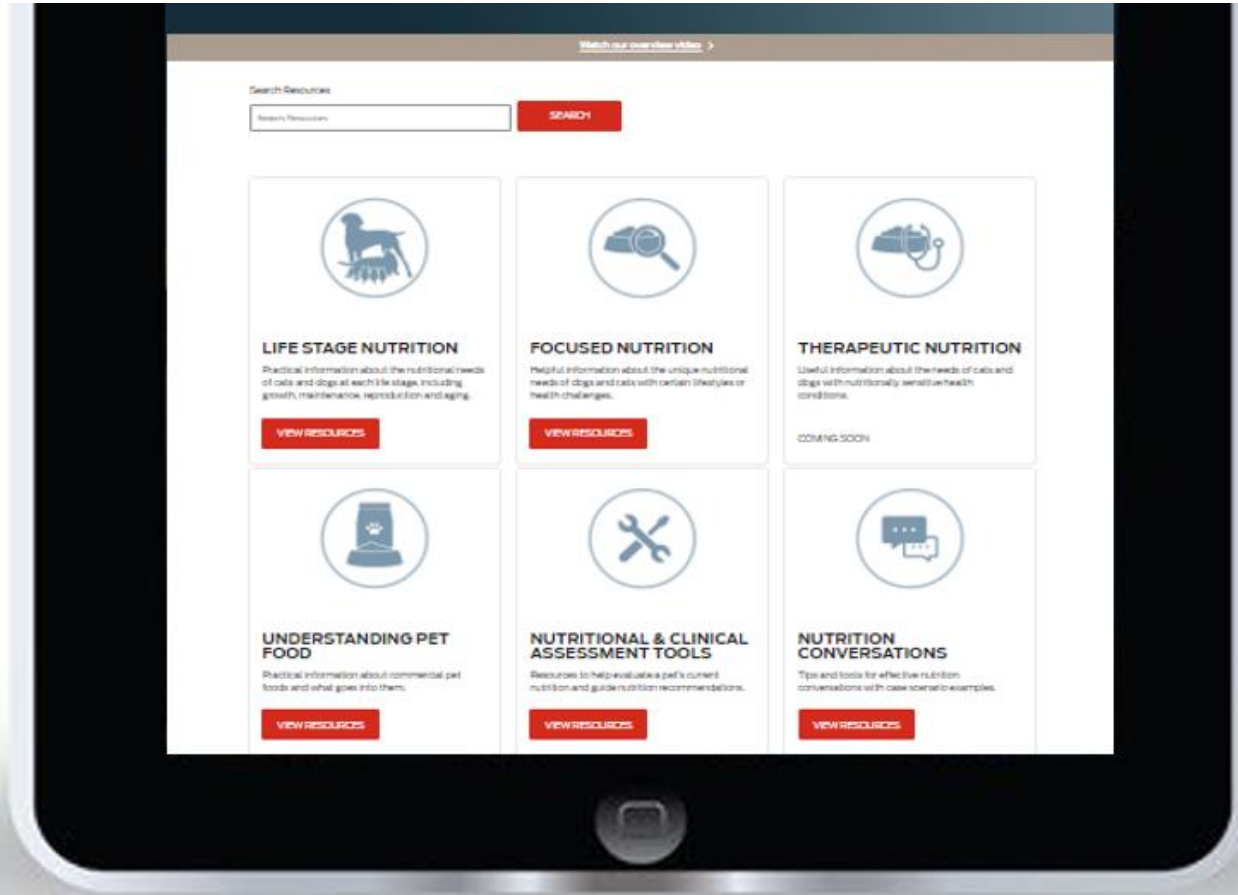
CENTRESQUARE™

A Toolkit of Resources That Facilitates Client-Friendly Pet Nutrition Conversations

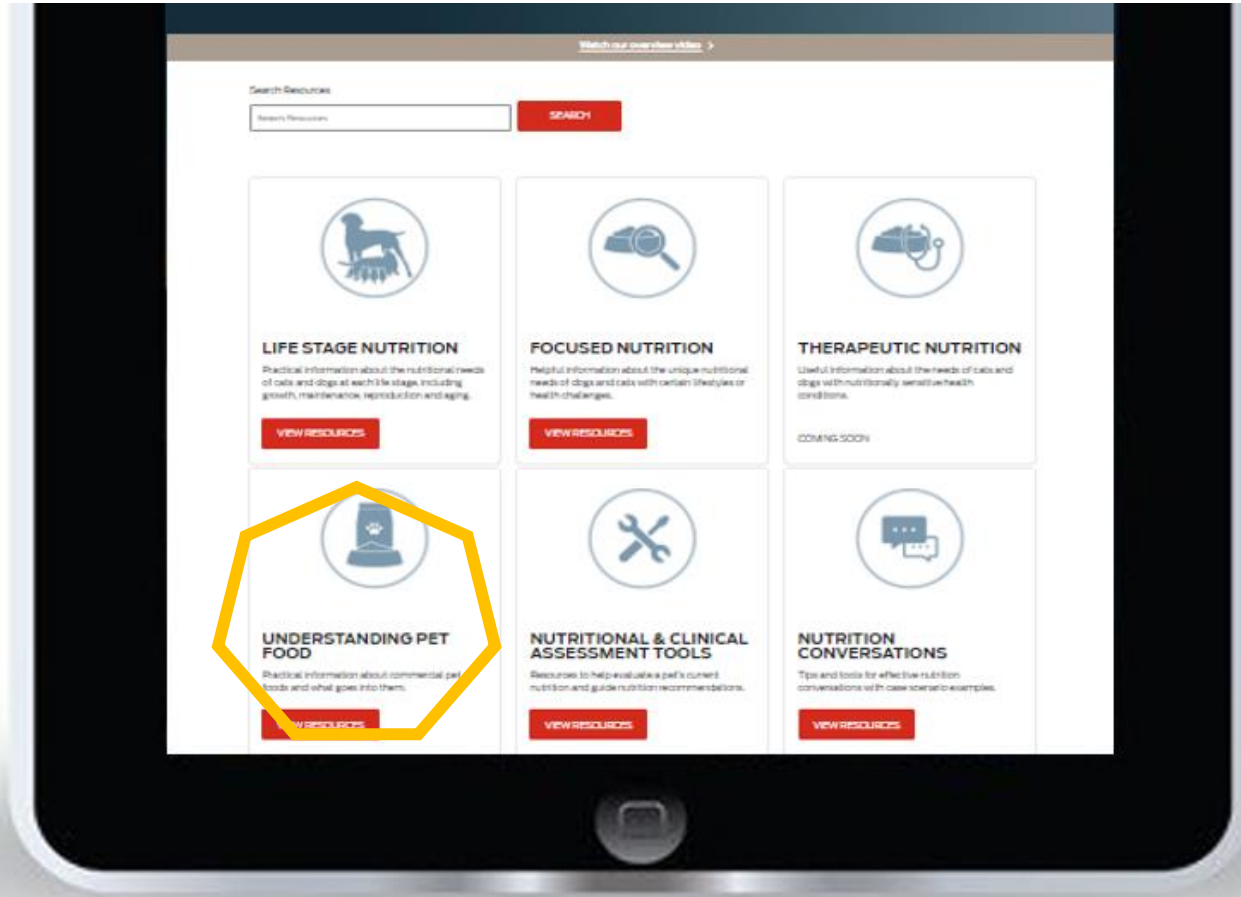


www.PurinaInstitute.com/CentreSquare

CentreSquare From the Purina Institute Is Your One-Stop Online Resource for Pet Nutrition Science



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Understanding Pet Food



PURINA Institute
Advancing Science for Pet Health

HOT TOPIC

Raw food diets

In focus

Raw food diets are popular with pet owners but the nutritional benefits are unproven, and most are unaware of the health risks that raw food can pose to pets — and people!

The Purina Institute provides the science to help you take the lead in conversations about nutrition.

What are the nutritional benefits of feeding raw diets?

The idea that raw food diets mimic foods eaten by wolves or wild cats appeals to many pet owners. However, raw food diets may not be optimal for domestic dogs and cats living long, healthy lives in a home environment.

Properly formulated raw diets may be nutritionally appropriate, but study after study shows that homemade diets often have nutrient deficiencies* that can lead to health problems such as:

- Skeletal and developmental defects in puppies;
- Exercise deficiency in heart muscle in 70% of kittens on raw rabbit diets*;
- Hypertrophic cardiomyopathy in dogs fed diets that included raw beef gutlets*.

80% of recipes for homemade diets have multiple nutrient deficiencies*.

Raw meals are highly digestible, which often results in good stool quality. However, when pet foods are cooked at appropriate temperatures, the digestibility of proteins and grains can be increased — and pose fewer health risks.**

Learn more about the power of nutrition at PurinaInstitute.com

let's takeback the conversation.

PURINA Institute
Advancing Science for Pet Health

HOT TOPIC

My pet looks healthy, why do you emphasize the risks of raw diets?

Studies show that the risks of feeding raw diets are often seriously underestimated.¹⁶

Bacterial contamination is more often linked with raw meat based diets than with heat-treated foods,^{17,18} and this is a proven risk factor for pets to pass pathogens into the environment via feces.^{19,20} These environmental pathogens are considered even greater risks for young children, elderly or immunocompromised people.²¹⁻²⁴

Medical reports of pets sickened by these bacteria refute the idea that dogs and cats are naturally adapted to the bacteria in raw diets.²⁵⁻²⁸ These diets can change a pet's gut microbiome in ways similar to GI diseases.²⁹

Although one study suggested that chewing bones helped remove pets' dental plaque,³⁰ many more studies found that when bones are included in raw diets, pets are at greater risk for broken teeth, choking or a perforated intestinal tract that could lead to fatal complications.^{31,32}

% Zoonotic pathogens found in 35 raw meat based diets

Pathogen	Percentage
<i>Toxoplasma gondii</i> (flu-like illness, or newborn health)	~10%
<i>Salmonella</i> species (gastroenteritis)	~25%
<i>E. coli</i> O157:H7 (hemorrhagic colitis)	~45%
<i>Listeria monocytogenes</i> (influenza-like illness, or more)	~55%
ESBL-producing <i>E. coli</i> (resistant to certain antibiotics)	~85%

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RE/PG/CREO

HOT TOPIC

Quiver a pet's diet

Feeding Philosophies

Gluten in Pet Food

Gluten-free diets are increasingly popular in human nutrition and this in turn can influence pet food decisions. What exactly is gluten and why is it found in pet food?

VIEW HOT TOPIC

6 min to 10 min

HOT TOPIC

Homemade pet foods

Feeding Philosophies

Homemade Pet Foods

Homemade diets are perceived as healthier to some pet owners, but despite their draw, they may not be complete and balanced for healthy pets.

VIEW HOT TOPIC

6 min to 10 min

HOT TOPIC

Raw food diets

Feeding Philosophies

Raw Food Diets

Raw food diets are popular with pet owners but the nutritional benefits are unproven, and most are unaware of the health risks that raw food can pose to pets — and people.

VIEW HOT TOPIC

6 min to 10 min

HOT TOPIC

Nutrition and heart health

Heart Health

Nutrition and Heart Health

The heart is a vital organ that relies on specific nutrients and a continuous supply of energy to support and maintain a regular rate and rhythm, yet the role of nutrition in pets' cardiac health is often overlooked.

VIEW HOT TOPIC

6 min to 10 min

HOT TOPIC

Hydration

Hydration

Hydration in Pets

Water is vital to health. How much water should pets drink, are there differences between cats and dogs, and how can pets be encouraged to drink?

VIEW HOT TOPIC

6 min to 10 min

HOT TOPIC

Immunity

Immunity

Nutrition and the Immune System

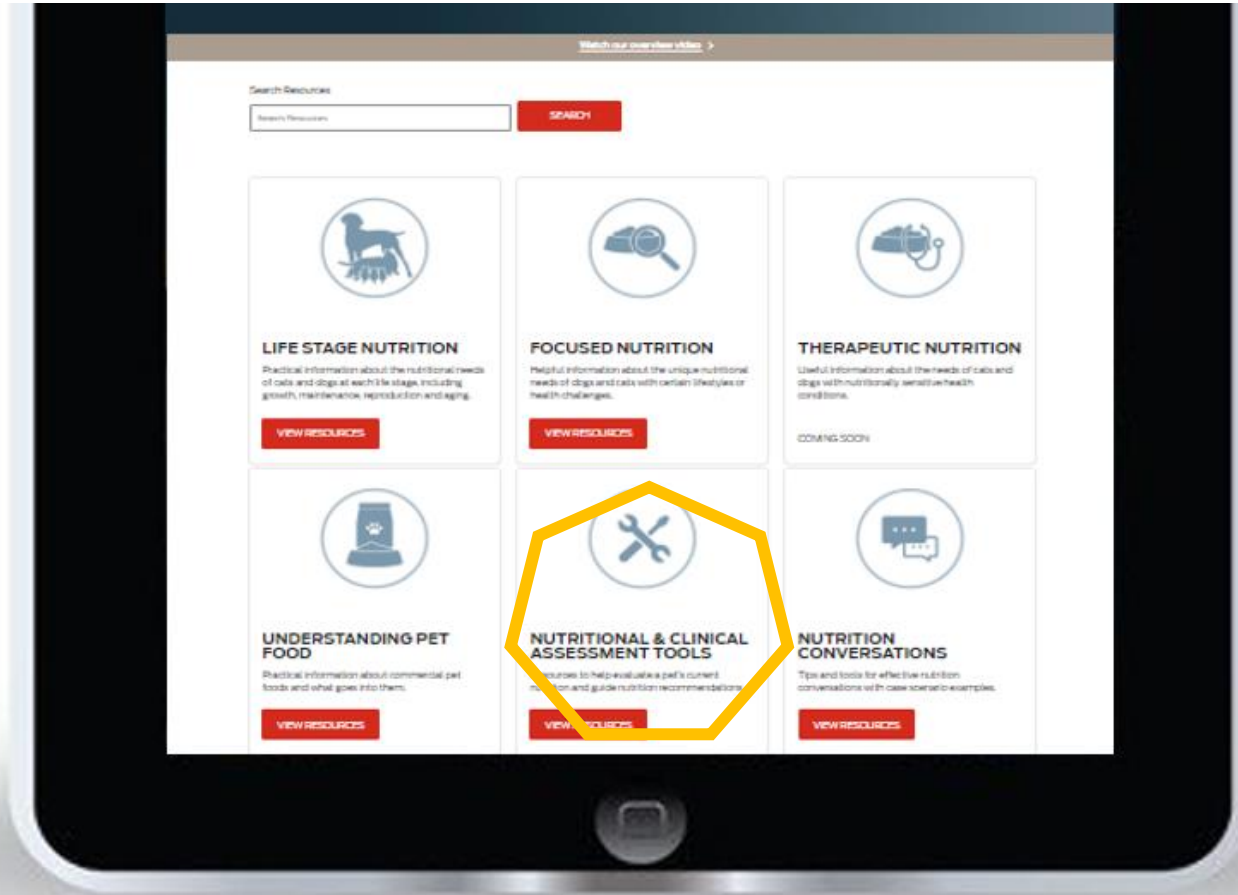
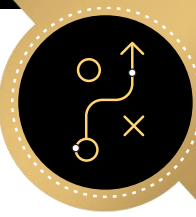
Good nutrition is essential to ensure a strong immune system throughout the life of cats and dogs. Age, disease or stress can all affect the immune system. Diet plays an important role to optimize immune function and ultimately strengthen the natural defense and immune response.

VIEW HOT TOPIC

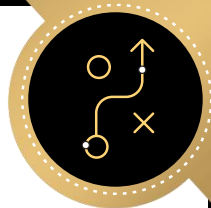
6 min to 10 min




CentreSquare From the Purina Institute Is Your One-Stop Online Resource for Pet Nutrition Science



Nutritional & Clinical Assessment Tools



- Resources to help evaluate a pet's current nutrition and guide nutrition recommendations
- Range of Tools, Videos and Briefs




Fecal Scoring Assessment
Purina Fecal Scoring Chart

The Purina Fecal Scoring Chart is a practical, easy-to-use tool that can help clients describe their pets' stools.

[VIEW TOOL](#)

1 min to 5 min




Making a Diet Recommendation
Components of Nutritional Assessment

Nutritional assessment uses an iterative process to make specific diet recommendations tailored to individual dogs and cats.

[VIEW BRIEF](#)

1 min to 5 min



Muscle Condition Assessment
Use Muscle Condition Scoring to Detect Muscle Loss in Patients

Muscle condition scoring is a hands-on method for evaluating lean body mass that can be used as part of nutritional assessments.

[VIEW BRIEF](#)

1 min to 5 min

BODY CONDITION SYSTEM

TODD THIN

1. Ribs, lumbar vertebrae, pelvic bones and all bony prominences visible. Back is flattened, an observable body fat, obvious loss of muscle mass.
2. Ribs, lumbar vertebrae, pelvic bones readily visible, no palpable fat, some evidence of other bony prominences obscured by fat.
3. Ribs easily palpated and may be visible with no palpable fat, tops of lumbar vertebrae readily palpable, bony prominence prominent, obvious waist and abdominal tuck.

IDEAL

4. Ribs easily palpable, with minimal fat covering, waist slightly arched, when viewed from above abdominal tuck apparent.
5. Ribs palpable without excess fat covering, waist obscured behind rib when viewed from above, abdomen tucked up when viewed from the side.

TODD HEAVY

6. Ribs palpable with slight excess fat covering, waist is discernible viewed from above, but is not prominent (abdominal tuck apparent).
7. Ribs palpable with difficulty, heavy fat cover, noticeable fat deposits over lumbar area and base of tail, waist of tail tuck absent or barely visible, abdominal tuck may be present.
8. Ribs not palpable under very heavy fat cover, no palpable ribs with significant pressure, heavy fat deposits over lumbar area and base of tail, waist absent, no abdominal tuck, obvious abdominal distention may be present.
9. Abdomen fat deposits over ribs, spine and base of tail, waist and abdominal tuck absent, fat deposits on neck and thorax obscure abdominal distention.

Nutritional and Clinical Assessment
DIET HISTORY

PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT YOUR PET

Owner's name: _____ Date form completed: _____
 Pet's name: _____ Species: _____ Breed: _____
 Age: _____ Gender: Male Female Neutered/Spayed: Yes No

1. What percentage of time does your pet spend indoors or outdoors?
 100% indoors 75% indoors 50% indoors, 50% pet supervised 25% indoors, 75% pet supervised 100% outdoors

2. How active is your pet?
 Very active Moderately active Not very active Mostly inactive

3. How would you describe your pet's weight?
 Underweight Ideal weight Overweight

4. Please list below the brands and product names (if applicable) and the amount of all foods, treats, snacks, dental hygiene products, vitamins and any other foods that your pet currently eats, including foods used to administer medications. If homemade diets, please provide recipe(s).

Food and Treats (Brand, Name)	Form (Dry/Wet)	Amount* (Per Meal)	Frequency	End Date

*If feeding by volume, what size measuring device do you use?

5. Do you give your pet any supplements (e.g., vitamins, minerals, probiotics, fish oil, glucosamine, etc.) or other food items not listed above?
 Yes No If yes, please list types and amounts given.

6. Have you made any changes to your pet's diet in the last 6 weeks?
 Yes No If yes, please note what change was made and why.


7. Do you have any questions about feeding or nutrition for your pet?

COGNITIVE DYSFUNCTION SYNDROME EVALUATION TOOL

Cognitive Dysfunction Syndrome (CDS) is an irreversible degeneration of the brain linked to Alzheimer's disease in humans, characterized by progressive cognitive impairment beyond that expected for our aging. CDS has a slow onset, can be difficult to manage and affects an estimated 10% of dogs 8 years and older.

What's DISHAAT?
 A score for a dog to be diagnosed with CDS, owners must observe their dog exhibiting specific behaviors. The DISHAAT Test helps owners identify these behaviors, including:

- DISORIENTATION**:
 - 1. Gets stuck, often by getting stuck inside, gets in large side of door
 - 2. Chases himself or walks into a trapdoor
 - 3. Gets in the wrong door or gets stuck in a door
 - 4. Gets in the wrong car
 - 5. Gets in the wrong house or enters someone's house
- SOCIAL INTERACTIONS**:
 - 1. Shows indifference/aggression with visitors, family or other animals
 - 2. Shows interest in approaching, greeting or interacting
- SLEEP/WAKE CYCLES**:
 - 1. Sleeping/awakening late in the night
 - 2. Wakes in the night
- ADAPTATION, LEARNING AND MEMORY**:
 - 1. Does not learn new tasks or responds to previously learned commands
 - 2. Shows signs of memory loss (e.g., forgets names of family members)
 - 3. Shows signs of memory loss (e.g., forgets names of family members)
 - 4. Shows signs of memory loss (e.g., forgets names of family members)
- ACTIVITY**:
 - 1. Shows inappetence or plays with toys, family members, other pets or other animals
 - 2. Shows inappetence or plays with toys, family members, other pets or other animals
 - 3. Shows inappetence or plays with toys, family members, other pets or other animals
- ANXIETY**:
 - 1. Shows anxiety when separated from owner
 - 2. Shows anxiety when separated from owner
 - 3. Shows anxiety when separated from owner




Body Condition Assessment
How to Perform a Body Condition Assessment - Cat

Assess a cat's Body Condition Score in just 3 simple steps.

[VIEW VIDEO](#)

1 min to 5 min




Body Condition Assessment
How to Perform a Body Condition Assessment - Dog

Assess a dog's Body Condition Score in just 3 simple steps.

[VIEW VIDEO](#)

1 min to 5 min



Body Condition Assessment
Evaluating Your Cat's Body Condition

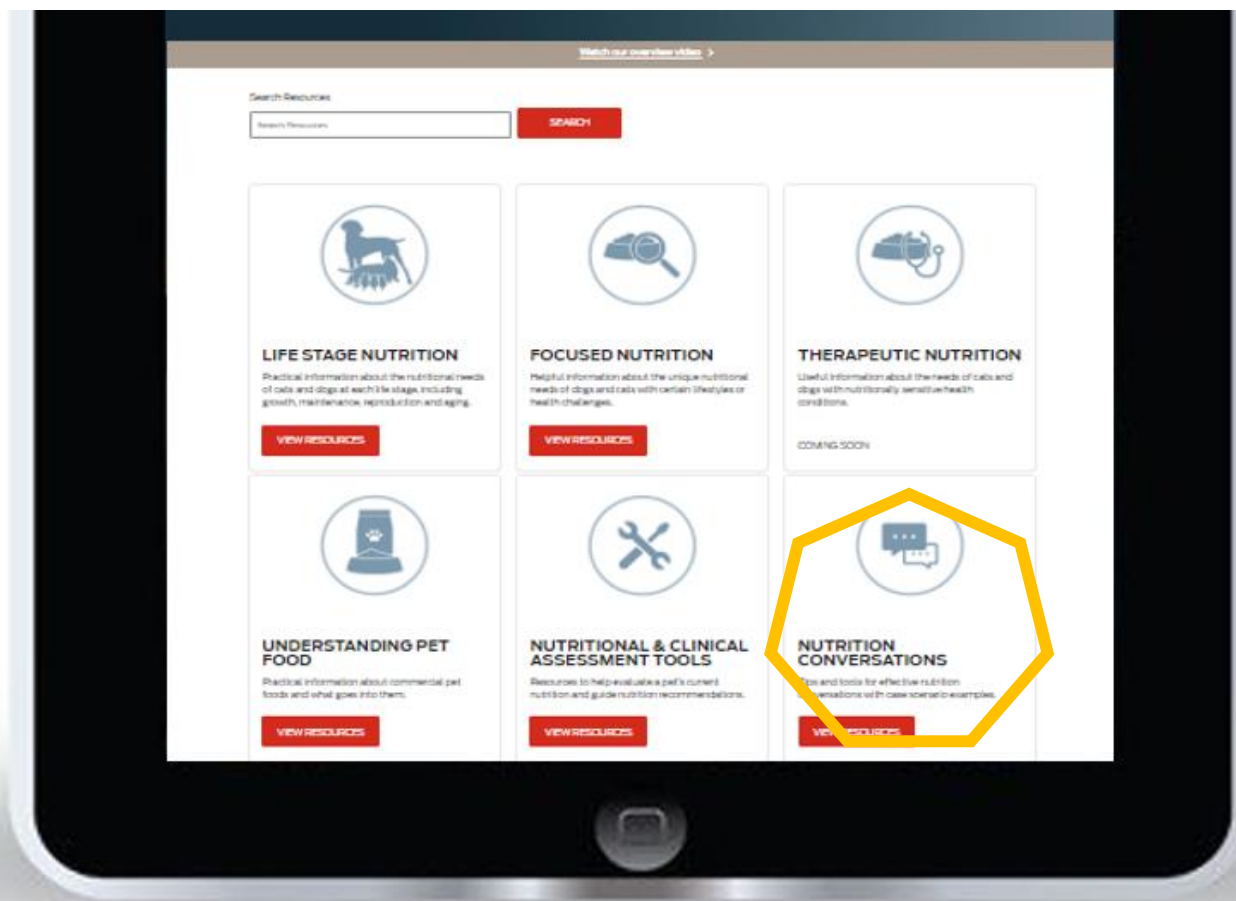
Assess your cat's Body Condition in just 3 simple steps.

[VIEW VIDEO](#)

1 min to 5 min



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Nutrition Conversations



Nutrition Conversation Tips

Using Open-Ended Questions to Elicit Accurate Nutrition Information

Asking open-ended questions gives clients the opportunity to provide more accurate information. With that information, the veterinary care team and client can work together to create a workable strategy that's going to help the pet more quickly.

- Walk me through your pet's day.
- What treats does your pet enjoy?
- How do you give medications?

Related Tools and Content:

Components of Nutritional Assessment

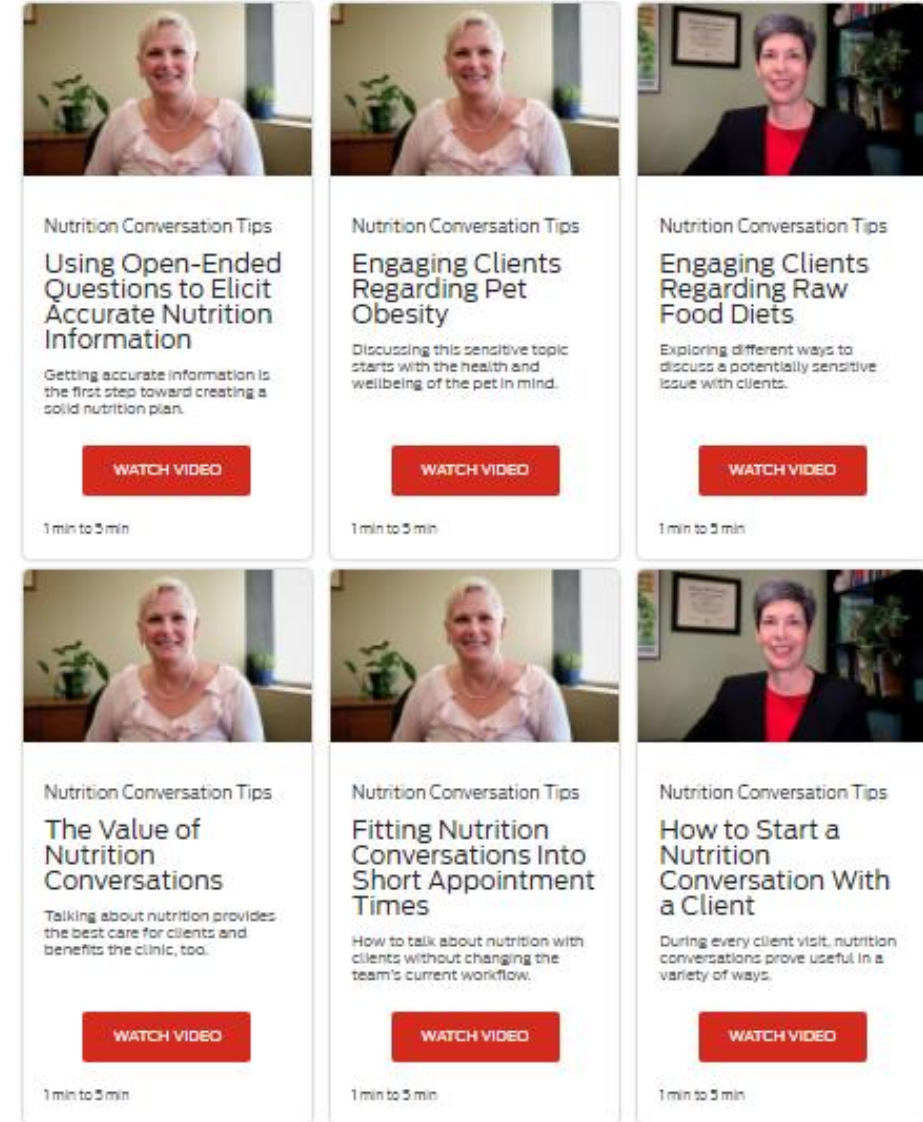

Nutritional assessment uses an iterative process to make specific diet recommendations tailored to individual dogs and cats.

[VIEW BRIEF](#) 1 min to 5 min

Taking a Good Diet History

The only way to know what each patient really eats is to ask – and document the information in the medical record.

[VIEW BRIEF](#) 1 min to 5 min



<p>Nutrition Conversation Tips</p> <h3>Using Open-Ended Questions to Elicit Accurate Nutrition Information</h3> <p>Getting accurate information is the first step toward creating a solid nutrition plan.</p> <p>WATCH VIDEO</p> <p>1 min to 5 min</p>	<p>Nutrition Conversation Tips</p> <h3>Engaging Clients Regarding Pet Obesity</h3> <p>Discussing this sensitive topic starts with the health and wellbeing of the pet in mind.</p> <p>WATCH VIDEO</p> <p>1 min to 5 min</p>	<p>Nutrition Conversation Tips</p> <h3>Engaging Clients Regarding Raw Food Diets</h3> <p>Exploring different ways to discuss a potentially sensitive issue with clients.</p> <p>WATCH VIDEO</p> <p>1 min to 5 min</p>
<p>Nutrition Conversation Tips</p> <h3>The Value of Nutrition Conversations</h3> <p>Talking about nutrition provides the best care for clients and benefits the clinic, too.</p> <p>WATCH VIDEO</p> <p>1 min to 5 min</p>	<p>Nutrition Conversation Tips</p> <h3>Fitting Nutrition Conversations into Short Appointment Times</h3> <p>How to talk about nutrition with clients without changing the team's current workflow.</p> <p>WATCH VIDEO</p> <p>1 min to 5 min</p>	<p>Nutrition Conversation Tips</p> <h3>How to Start a Nutrition Conversation With a Client</h3> <p>During every client visit, nutrition conversations prove useful in a variety of ways.</p> <p>WATCH VIDEO</p> <p>1 min to 5 min</p>

Answering Client Questions About Pet Nutrition

Introducing



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A Toolkit of Resources that Facilitates Client-Friendly Nutrition Conversations

Is feeding a raw diet okay?

Should I switch to a senior food?

Should I be giving my dog probiotics?

Does my large breed puppy need extra calcium?

Are carbohydrates bad for my cat?

NEW: Purina Institute Canine & Feline Clinical Nutrition Handbook



Purpose: Inspire VHPs on the Power of Nutrition

Important characteristics:

- Purina Institute branded credible textbook leveraging over 40 global KOLs positions Purina as a leading authority on clinical nutrition
- Comprehensive resource on therapeutic nutrition containing practical information and tools
- Created for general practice veterinarians, nurses/technicians and staff

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Clinical Nutrition HandBook

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Water Intake Calculator

Tailored Feeding Calculator

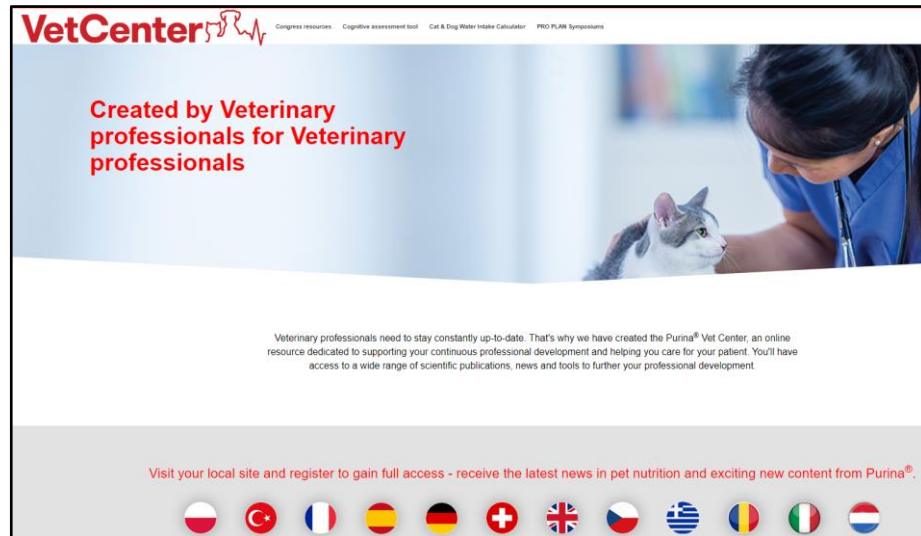


Purina Pro Plan Tools

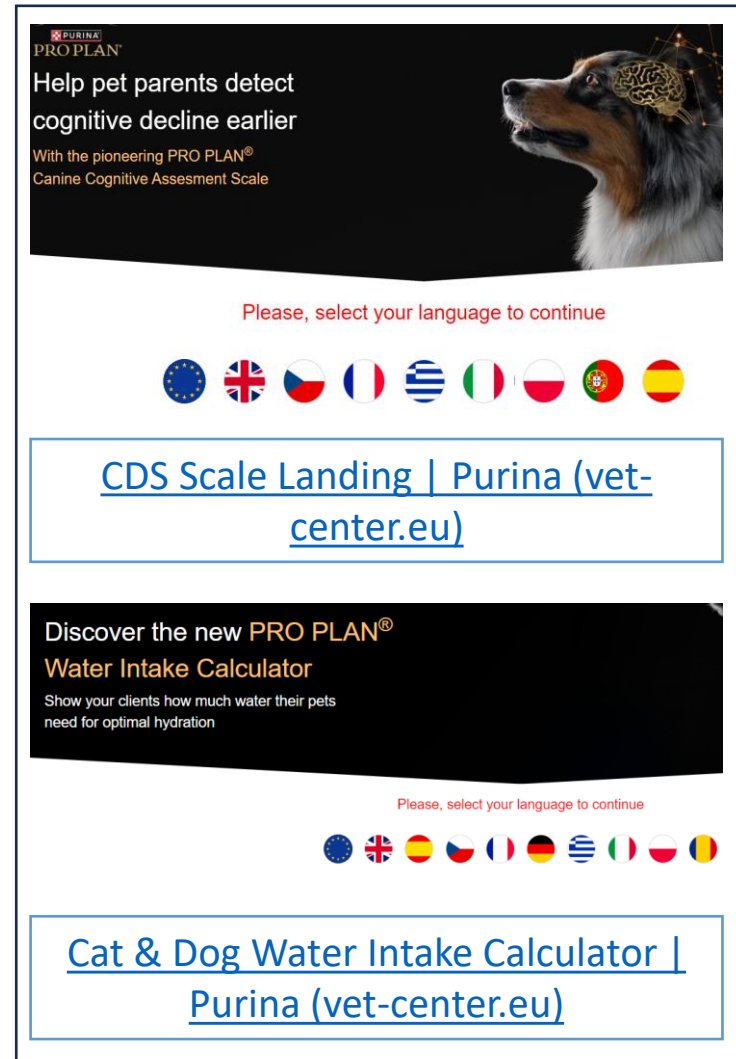


Objectives:

- **Support veterinary healthcare professionals** in their daily clinic operations, addressing challenges such as **time constraints** for patient assessment and the need to **enhance their understanding of nutrition**.
- Provide **assistance to pet owners** on concerns such as appropriate food and water intake for their pets, as well as early detection of cognitive decline.
- Focus on **educating and empowering veterinary professionals** in their career development and professional growth.



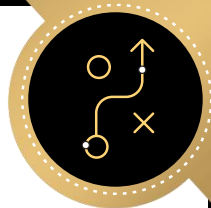
[Vet Center EU | Purina \(vet-center.eu\)](https://vet-center.eu)



Vet Center




Canine Cognitive Assessment Scale




PURINA
PRO PLAN

Help pet parents detect cognitive decline earlier

With the pioneering PRO PLAN®
Canine Cognitive Assessment Scale



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*Modief from Landsberg G, Mad'ari A, Zika N 2017. Canine and Feline Dementia. Molecular basis, diagnostic and therapy. Springer International Publishing, Switzerland.
Le Brech, S. et al. 2022. Evaluation of Two Practical Tools to Assess Cognitive Impairment in Aged Dogs. Animals, 12(24), 3538

Water Intake Calculator




PURINA Purina: Your Pet, Our Passion











VetCenter Congress resources Cognitive assessment tool Cat & Dog Water Intake Calculator PRO PLAN Symposiums

Discover the new PRO PLAN[®] Water Intake Calculator

Show your clients how much water their pets need for optimal hydration



Please, select your language to continue

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Tailored feeding Calculator

Live in Poland, Turkey, France and Spain



PURINA Purina. Su Bienestar, Nuestra Pasión

VetCenter Calculadoras Vet Academy Materiales Productos Noticias Purina Institute

Calculadora de nutrición personalizada

Perfil del paciente/Descripción

Perro Gato

RAZA: Abisinio

AÑOS: Selecciona MESES: Selecciona

ESTADO REPRODUCTIVO: Macho Hembra

Esterilizado Lactante

Peso y Condición Corporal

PESO CORPORAL ACTUAL: 0 kg

PESO CORPORAL OBJETIVO (OPCIONAL): 0 kg

ÍNDICE DE CONDICIÓN CORPORAL: 5 / 9

Programa de ajuste del peso

Peso ideal

Actividad Física

Diagnóstico Clínico y Necesidades

Comienza a escribir para ver las opciones de diagnóstico

Cálculo de Ración Diaria

Live output

Requerimiento Diario de Energía Previsto: 0 kcal ME/day

NOMBRE DE LA MASCOTA: NÚMERO DE LA FICHA CLÍNICA:

COMIDAS POR DÍA: 2

FILTRAR POR GAMAS: Filtrar por gamas

ALIMENTO SECO ALIMENTO HÚMEDO SUPLEMENTO SNACKS

- DELICATE Adult 1+ años, Rico en Pavo
- DM ST/OX DIABETES MANAGEMENT
- ELEGANT Adult 1+ años, Rico en Salmón
- EN ST/OX GASTROINTESTINAL
- HA ST/OX HIGADO/NEFRONIA



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Thank you!

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